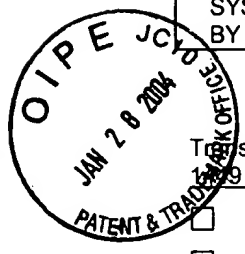


#8 3-17-04 CH 3625

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|--|---------------|-----------------|----------------|----------|
| TRANSMITTAL LETTER | | | Case No: | 9623/334 |
| Serial No. | Filing Date | Examiner | Group Art Unit | |
| 09/911,674 | July 24, 2001 | Cuong H. Nguyen | 3625 | |
| Inventor(s) Darren J. Davis et al. | | | | |
| Title of Invention SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE | | | | |



TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is: Transmittal Letter (in duplicate); Third Supplemental Information Disclosure Statement; PTO Form; copies of cited references D1 - D37 and return post card.

- ☐ Small entity status of this application under 37 CFR § 1.27 has been established.
- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- ☐ Petition for a _____ month extension of time.
- ☐ No additional fee is required.
- ☐ The fee has been calculated as shown below:

| | | | | | Small Entity | | or | Other Than Small Entity | |
|---|----------------------------------|-------|---------------------------------|---------------|-----------------|-----------|----|-------------------------|-----------|
| | Claims Remaining After Amendment | | Highest No. Previously Paid For | Present Extra | Rate | Add'l Fee | | Rate | Add'l Fee |
| Total | | Minus | | | x \$9= | | | x \$18= | |
| Indep. | | Minus | | | x 42= | | | x \$84= | |
| First Presentation of Multiple Dep. Claim | | | | | +\$140 | | | +\$280= | |
| | | | | | = | | | | |
| | | | | | Total add'l fee | \$ | | total add'l fee | \$ |

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$_____. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$_____ to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

RECEIVED
FEB 03 2004
GROUP 3600

Respectfully submitted,

John G. Rauch
Registration No. 37,218
Attorney for Applicants
Customer No. 00757 - Brinks Hofer Gilson Lione

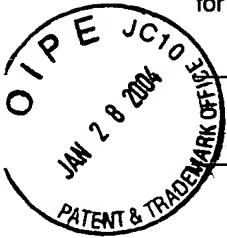
BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, ILLINOIS 60610 - (312) 321-4200

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA. 22313-1450, on January 23, 2004.

Date: 1/23/04 Signature:

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on



January 23, 2004

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of Applicant, Assignee or
Registered Representative


Signature

1/23/04
Date of Signature

Our Case No. 9623/334

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | |
|---|--|
| <p>In re Application of:</p> <p>Darren J. Davis et al.</p> <p>Serial No.: 09/911,674</p> <p>Filing Date: July 24, 2001</p> <p>For: SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE</p> | <p>Examiner: Cuong H. Nguyen</p> <p>Group Art Unit: 3625</p> |
|---|--|

THIRD SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Third Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

The references now cited are the following:

US PATENT DOCUMENTS

| DOCUMENT NUMBER <small>Number-Kind Code (if known)</small> | DATE | NAME |
|--|-------------|-----------------------|
| 5,778,357 | 07/07/1998 | Kolton et al. |
| 5,794,259 | 08/11/1998 | Kikinis |
| 5,802,518 | 09/01/1998 | Karaev et al. |
| 5,845,278 | 12/01/1998 | Kirsch et al. |
| 5,864,871 | 01/26/1999 | Kitain et al. |
| 5,905,862 | 05/18/1999 | Hoekstra |
| 5,913,208 | 06/15/1999 | Brown et al. |
| 5,999,929 | 12/07/1999 | Goodman |
| 6,009,442 | 12/28/1999 | Chen et al. |
| 6,081,805 | 06/27/2000 | Guha |
| 6,101,510 | 08/08/2000 | Stone et al. |
| 6,115,718 | 09/05/2000 | Huberman et al. |
| US 6,182,067 B1 | 01/30/2001 | Presnell et al. |
| US 6,185,550 B1 | 02/06/2001 | Snow et al. |
| US 6,192,380 B1 | 02/20/2001 | Light et al. |
| US 6,275,820 B1 | 08/14/2001 | Navin-Chandra et al. |
| US 6,275,854 B1 | 08/14/2001 | Himmell et al. |
| US 6,304,864 B1 | 10/16/2001 | Liddy et al. |
| US 2001/0044757 A1 | 11/22/2001 | Robb et al. |
| US 2001/0051911 A1 | 12/13/2001 | Marks et al. |
| US 6,349,307 B1 | 02/19/2002 | Chen |
| US 6,363,377 B1 | 03/26/2002 | Kravets et al. |
| US 6,385,602 B1 | 05/07/2002 | Tso et al. |
| US 6,393,407 B1 | 05/21/2002 | Middleton, III et al. |
| US 6,401,118 B1 | 06/04/2002 | Thomas |
| US 6,421,675 B1 | 07/16/2002 | Ryan et al. |
| US 2002/0169760 A1 | 11/14/2002 | Cheung et al. |
| US 2003/0050863 A1 | 03/13/2003 | Radwin |

FOREIGN PATENT DOCUMENTS

| DOCUMENT NUMBER <small>Number-Kind Code (if known)</small> | DATE | COUNTRY |
|--|-------------|----------------|
| EP 1 282 051 A1 | 02/05/2003 | Europe |
| EP 1 282 059 A1 | 02/05/2003 | Europe |
| WO 99/41694 | 08/19/1999 | WIPO |
| WO 00/57333 | 09/28/2000 | WIPO |
| WO 01/55929 A1 | 08/02/2001 | WIPO |

OTHER ART AND RELATED DOCUMENTS

| |
|--|
| I Seek It Home Page. Printed from the Internet on 5/21/99 at: < http://www.issekit.com/ >, pgs. 1-6. |
| Haas, Stephanie W. et al., "Page and Link Classifications: Connecting Diverse Resources", <i>ACM Digital Libraries</i> , March 1998, pgs. 99-107. |
| "New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated 04/28/98, Vol. 12, No. 18, pgs. 1-2. |
| Search Report for Great Britain patent application No. GB 0226369.7, dated May 8, 2003, 1 page. |


In accordance with 37 C.F.R. § 1.97(g),(h), this Third Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Third Supplemental Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Third Supplemental Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925.

Applicants respectfully request that the listed documents be made of record in the present case.

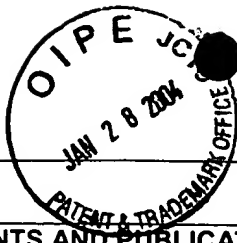
Respectfully submitted,

Date: 1/23/03



John G. Rauch
Registration No. 37,218
Attorney for Applicants

BRINKS HOFER GILSON & LIONE
P.O. Box 10395
Chicago, IL 60610
Tel. (312) 321-4200
Fax (312) 321-4299



| | | |
|---|------------------------------|--------------------------------------|
| FORM PTO-1449 | SERIAL NO. 09/911,674 | CASE NO. 9623/332 |
| LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT | FILING DATE July 24, 2001 | GROUP ART UNIT 3625 |
| (use several sheets if necessary) | | APPLICANT(S): Darren J. Davis et al. |

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | | DOCUMENT NUMBER <small>Number-Kind Code (if known)</small> | DATE | NAME | CLASS/ SUBCLASS | FILING DATE |
|---------------------|-----|--|------------|-----------------------|--------------------|----------------|
| | D1 | 5,778,357 | 07/07/1998 | Kolton et al. | | |
| | D2 | 5,794,259 | 08/11/1998 | Kikinis | | |
| | D3 | 5,802,518 | 09/01/1998 | Karaev et al. | | |
| | D4 | 5,845,278 | 12/01/1998 | Kirsch et al. | | |
| | D5 | 5,864,871 | 01/26/1999 | Kitain et al. | | |
| | D6 | 5,905,862 | 05/18/1999 | Hoekstra | | |
| | D7 | 5,913,208 | 06/15/1999 | Brown et al. | | |
| | D8 | 5,999,929 | 12/07/1999 | Goodman | | |
| | D9 | 6,009,442 | 12/28/1999 | Chen et al. | | |
| | D10 | 6,081,805 | 06/27/2000 | Guha | | |
| | D11 | 6,101,510 | 08/08/2000 | Stone et al. | | |
| | D12 | 6,115,718 | 09/05/2000 | Huberman et al. | | |
| | D13 | US 6,182,067 B1 | 01/30/2001 | Presnell et al. | | |
| | D14 | US 6,185,550 B1 | 02/06/2001 | Snow et al. | | |
| | D15 | US 6,192,380 B1 | 02/20/2001 | Light et al. | | |
| | D16 | US 6,275,820 B1 | 08/14/2001 | Navin-Chandra et al. | | |
| | D17 | US 6,275,854 B1 | 08/14/2001 | Himmell et al. | | |
| | D18 | US 6,304,864 B1 | 10/16/2001 | Liddy et al. | | |
| | D19 | US 2001/0044757 A1 | 11/22/2001 | Robb et al. | | |
| | D20 | US 2001/0051911 A1 | 12/13/2001 | Marks et al. | | |
| | D21 | US 6,349,307 B1 | 02/19/2002 | Chen | | |
| | D22 | US 6,363,377 B1 | 03/26/2002 | Kravets et al. | | |
| | D23 | US 6,385,602 B1 | 05/07/2002 | Tso et al. | | |
| | D24 | US 6,393,407 B1 | 05/21/2002 | Middleton, III et al. | | |
| | D25 | US 6,401,118 B1 | 06/04/2002 | Thomas | | |
| | D26 | US 6,421,675 B1 | 07/16/2002 | Ryan et al. | | |
| | D27 | US 2002/0169760 A1 | 11/14/2002 | Cheung et al. | | |
| | D28 | US 2003/0050863 A1 | 03/13/2003 | Radwin | | |

FOREIGN PATENT DOCUMENTS

| EXAMINER INITIAL | | DOCUMENT NUMBER <small>Number-Kind Code (if known)</small> | DATE | COUNTRY | CLASS/ SUBCLASS | TRANSLATION YES OR NO |
|---------------------|-----|--|------------|---------|--------------------|--------------------------|
| | D29 | EP 1 282 051 A1 | 02/05/2003 | Europe | | |
| | D30 | EP 1 282 059 A1 | 02/05/2003 | Europe | | |
| | D31 | WO 99/41694 | 08/19/1999 | WIPO | | |

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|----------|-----------------|
| EXAMINER | DATE CONSIDERED |
|----------|-----------------|

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

| | | |
|---|------------------------------|--------------------------------------|
| FORM PTO-1449 | SERIAL NO. 09/911,674 | CASE NO. 9623/332 |
| LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT | FILING DATE July 24, 2001 | GROUP ART UNIT 3625 |
| (use several sheets if necessary) | | APPLICANT(S): Darren J. Davis et al. |

FOREIGN PATENT DOCUMENTS

| EXAMINER INITIAL | | DOCUMENT NUMBER <small>Number-Kind Code (if known)</small> | DATE | COUNTRY | CLASS/ SUBCLASS | TRANSLATION YES OR NO |
|---------------------|-----|--|------------|---------|--------------------|--------------------------|
| | D32 | WO 00/57333 | 09/28/2000 | WIPO | | |
| | D33 | WO 01/55929 A1 | 08/02/2001 | WIPO | | |

| EXAMINER INITIAL | OTHER ART – NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)</small> | |
|---------------------|---|--|
| | D34 | I Seek It Home Page. Printed from the Internet on 5/21/99 at: < http://www.issekit.com/ >, pgs. 1-6. |
| | D35 | Haas, Stephanie W. et al., "Page and Link Classifications: Connecting Diverse Resources", <i>ACM Digital Libraries</i> , March 1998, pgs. 99-107. |
| | D36 | "New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated 04/28/98, Vol. 12, No. 18, pgs. 1-2. |
| | D37 | Search Report for Great Britain patent application No. GB 0226369.7, dated May 8, 2003, 1 page. |

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